GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:483
ANSWERED ON:23.02.2001
REVENUE EARNED BY CHENNAI DD KENDRA
T.T.V. DHINAKARAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a): the target fixed and actual revenue earned by Chennai Doordarshan Kendra upto 31st December, 2000;

(b): whether there was decrease in the revenue; and

(c): if so, the steps taken to improve the functioning of this Kendra?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a)& (b): Prasar Bharati has intimated that the target fixed for the Chennai Kendra is Rs. 50.00 crore and the actual revenue earned by the Kendra, upto 31.12.2000 is Rs. 5.54 crore. Following reasons have been cited by Prasar Bharati for not reaching the target:-

(i) Multiplicity of Channels and competition from private channels.

(ii) Under-cutting of rates by the private channels and inflexible rates of Doordarshan.

(c): Prasar Bharati has intimated that the following steps are being taken to improve the functioning of Chennai Kendra:-

(i) Prime time slot both on DD-I and satellite channel `Podhighai` is being given tohighest bidder instead of first come first serve basis, adopted earlier.

(ii) A core marketing team has been created from amongst staff to aggressively promote the Channel`s interest among new agencies and first time advertisers.

(iii) A data base of all advertisers who were with the Kendra earlier has been created and efforts are being made to bring them back to Doordarshan.

(iv) Kendra has taken steps with agencies to broad-base sample base for truly reflecting the viewership of Doordarshan programmes, to be reflected in the rating points.